

MAUI Presentation Outline

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Problem statement

- Take as given the standardized answer set to an open-ended creativity task
- One might predict that response frequency takes one of two shapes:
 - More frequently given responses make up a large proportion of all responses, less frequently given responses make up a small proportion
 - * (Possible underlying process: responses are ordered, people generate the responses in order, more creative individuals can get through more of the order)
 - Less frequently given responses make up a large proportion of all responses, more frequently given responses make up a small proportion
 - * (possible underlying process: ???)
- For a variety of reasons, a standardized answer sets tend to take the latter shape

Presentation Outline

1. Standard definition suggests that we look for both novelty and usefulness
 - approaches to originality
 - not in the most common list (TTCT)
 - Statistical infrequency
 - consensual assessment (Amabile)
 - * Individual Ideas
 - * Ideational Pool
 - usefulness is personal
2. Revising the Uniqueness Index
 - Its usefulness
 - less subjective
 - thresholds create dichotomous tally to compare with other indices (fluency, flexibility)
 - Its issues
 - unclear reasoning behind thresholds
 - overestimating originality
 - resulting tallies are highly correlated with fluency
 - MAUI
 - acknowledging levels as unit of analysis
 - distribution of ideas are attributed to item prompt
3. Process Analyses
 - Continuous MAUI
 - *how* original is an idea?
 - Ideational Profiles
 - revisiting the “order effect”
 - Discriminating different approaches/strategies
 - Shift Strategy >> episodic divergence
 - adding granularity to divergence after lexical shifts
4. Exploratory Play
 - Curiosity and learning
 - Affordances
 - Troubleshooting and persistence

5. Reflections on the Advancements and Flexibility of MAUI
 - A better UI
 - Profile as additional perspective
 - Any prompt will do...
 - Reduced number of prompts